

M/WBE Statement

M/WBE Analysis of RFP/Bid Respondents

RFP/Bid #: BC-03-22-05-32

Title: RFP for Public Relations Services for the LCTDC

M/WBE % Goal: 15.50% Aspirational Composite

The M/WBE Office has reviewed the two (2) firms that submitted proposals for the Public Relations Services for the Leon County Tourist Development Council. The two proposals were reviewed to ascertain the M/WBE Participation Level on a point scale of 6 - 10. The Zimmerman Agency and Moore Consulting Group are certified as Minority/Women Businesses. Based on the review, both firms are eligible to receive 10 points.

The M/WBE Participation Level and points, detailed in the Request for Proposals, is as follows:

The respondent is certified as a Minority Business Firm with Leon County, as defined in the County's M/WBE policy.	10 Points
The respondent is a joint venture of two or more firms/individuals with a minimum participation in the joint venture of at least 20% by certified minority business firms/individuals.	8 Points
The respondent has certified that a minimum of 15.5% of the ultimate fee will be subcontracted to certified MBE Firm(s), and has identified in the proposal the MBE firm(s) that it intends to use.	6 Points

1	Respondent: The Zimmerman Agency; Tallahassee, FL				
	Detail M/WBE Companies (respondent & subcontractors, as applicable)	Goods and Services	*E/G	**Cert. By	M/WBE Participation as % of Total Base Bid
1	Respondent is an M/WBE.	Public Relations Services	F	CT	\$ -
	Total M/WBE Participation: 10 points	100.00%	Met M/WBE Goal?		Yes
2	Respondent: Moore Consulting Group; Tallahassee, FL				
	Detail M/WBE Companies (respondent & subcontractors, as applicable)	Goods and Services	*E/G	**Cert. By	M/WBE Participation as % of Total Base Bid
1	Respondent is an M/WBE.	Public Relations Services	F	CT	\$ -
	Total M/WBE Participation: 10 points	100.00%	Met M/WBE Goal?		Yes
*E/G (Ethnic/Gender): A = Asians; B = Black; H = Hispanic; N = Native American; F = Female					
**Certified By: LC = Leon County; CT = City of Tallahassee; LCSB = Leon County School Board					

M/WBE Statement

M/WBE Analysis of RFP/Bid Respondents

RFP/Bid #: BC-03-22-05-33

Title: RFP for Advertising/Promotional Services for the LCTDC

M/WBE % Goal: 15.50% Aspirational Composite

The M/WBE Office has reviewed the two (2) firms that submitted proposals for the Advertising/Promotional Services for the Leon County Tourist Development Council. The two proposals were reviewed to ascertain the M/WBE Participation Level on a point scale of 6 - 10. The Zimmerman Agency is certified as a Minority/Women Business. KCOM Media, Inc. has certified that a minimum of 15.5% of the ultimate fee will be subcontracted to certified local M/WBE Firms. Based on the review, The Zimmerman Agency is eligible to receive ten (10) points. KCOM Media, Inc is eligible to receive six (6) points for the Minority Business Participation.

The M/WBE Participation Level and points, detailed in the Request for Proposals, is as follows:

The respondent is certified as a Minority Business Firm with Leon County, as defined in the County's M/WBE policy.	10 Points
The respondent is a joint venture of two or more firms/individuals with a minimum participation in the joint venture of at least 20% by certified minority business firms/individuals.	8 Points
The respondent has certified that a minimum of 15.5% of the ultimate fee will be subcontracted to certified MBE Firm(s), and has identified in the proposal the MBE firm(s) that it intends to use.	6 Points

1 Respondent: KCOM Media, Inc.; Gainesville, FL					
	Detail M/WBE Companies (respondent & subcontractors, as applicable)	Goods and Services	*E/G	**Cert. By	M/WBE Participation as % of Total Base Bid
1	Express Printing & Copying (Copywell, Inc.); Tallahassee, FL	Printing, copying, graphic services	B	CT	\$ -
2	Oppenheim Research; Tallahassee, FL	Marketing/Survey Research	F	CT	\$ -
3	Get Some Productions; Tallahassee, FL	Promotional specialty items	B	CT	\$ -
Total M/WBE Participation: 6 points		15.50%	Met M/WBE Goal?		Yes
2 Respondent: The Zimmerman Agency; Tallahassee, FL					
	Detail M/WBE Companies (respondent & subcontractors, as applicable)	Goods and Services	*E/G	**Cert. By	M/WBE Participation as % of Total Base Bid
1	Respondent is an M/WBE.	Advertising/Promotional Services	F	CT	\$ -
Total M/WBE Participation: 10 points		100.00%	Met M/WBE Goal?		Yes
*E/G (Ethnic/Gender): A = Asians; B = Black; H = Hispanic; N = Native American; F = Female					
**Certified By: LC = Leon County; CT = City of Tallahassee; LCSB = Leon County School Board					